February 1, 2025

Maxwell House Coffee Sign

The iconic Maxwell House Coffee sign, emblazoned with the famous slogan "Good to the Last Drop," is a testament to the enduring legacy of one of America's most beloved coffee brands. This slogan has become synonymous with the Maxwell House brand, and its origins are steeped in American history. The phrase is often attributed to President Theodore Roosevelt, who, after savoring a cup of Maxwell House Coffee at the Maxwell House Hotel in Nashville, Tennessee, purportedly proclaimed the coffee to be "good to the last drop." However, this charming story is likely more myth than fact, as

there is no concrete evidence that Roosevelt ever made such a statement.

The Maxwell House brand itself dates back to the late 19th century, when Joel Cheek and his partner Roger Nolley Smith developed a special blend of coffee that was first served at the Maxwell House Hotel in 1902. The coffee quickly gained popularity, and the hotel began serving it exclusively after patrons complained when the hotel switched back to its usual brand. The success at the hotel allowed Cheek to use the Maxwell House name for his coffee, and thus a legendary brand was born.

Over the years, the slogan "Good to the Last Drop" has been used extensively in marketing campaigns to emphasize the quality and flavor of Maxwell House Coffee. While the true origin of the phrase remains a topic of debate, some suggest it was created by an advertising company to promote the brand. Regardless of its origins, the slogan has been effective in cementing Maxwell House's place in the coffee market and in American culture.

Maxwell House has been owned by several companies over the years, including its founder's Nashville Coffee and Manufacturing Company, General Foods, and Kraft Foods Inc. Despite changes in ownership, the brand has remained a

staple in many American households. For nearly a century, until the late 1980s, it was the highest-selling coffee brand in the United States.

The Maxwell House Coffee sign is more than just an advertisement; it is a symbol of American tradition and the rich history of a brand that has been part of the country's fabric for over a century. It reminds us of the simple pleasures in life, like enjoying a good cup of coffee, and it connects us to a narrative that is deeply rooted in the American experience. Whether or not Teddy Roosevelt ever uttered those famous words, the sentiment behind them continues to resonate with coffee lovers everywhere. The Maxwell House Coffee sign stands

as a beacon of quality, tradition, and the promise of a satisfying cup of coffee, truly "Good to the Last Drop."